



---

## The Challenge

Senescence Life Sciences launched a new product (REVIVE™) which is a neuroprotective supplement designed to boost memory and focus, while protecting the brain from free radical damage and inflammation. To assess the cognitive benefits of the product, Senescence Life Sciences was looking for a consumer-friendly cognitive assessment solution that could evaluate the long-term efficacy of the supplement, particularly across different functions of the brain.

---

## The Solution

The Savonix Assessment was the only digital cognitive assessment solution that met all of Senescence Life Sciences' requirements—it is a consumer-friendly tool that is easy to implement, accurate and sensitive enough to measure improvements in cognition. Most crucially, it also has the capability to measure different functions of the brain.

*"There are many companies doing something similar, but we found Savonix to be the leader among those we looked at."*

—Dr. Shawn Watson, CEO, Senescence Life Sciences

---

## The Results

Given the depth of the reporting, the Savonix Assessment enabled Senescence Life Sciences to measure not only the efficacy of their product, but also the impact that it had on various functions of the brain. For example, the assessment identified that most individuals showed significant improvements specifically in their instant verbal memory after consuming the supplement for eight weeks.

With the results from the study, Senescence Life Sciences had tangible proof points on the ability of their products to protect and preserve brain health—allowing them to differentiate their product from their competitors, and market better to consumers, brands and supplement retailers.

Given the success of the study, Senescence Life Sciences will be continuing the partnership with Savonix through the rest of 2019 by leveraging on the Assessment in another clinical trial that focuses on mild cognitive impairment.

---

## Additional Quotes

*"What's interesting is that Savonix is starting to explore one area in which cognitive health research is lacking: the ability to track the effectiveness of brain health supplements."*

—Dr. Shawn Watson, CEO, Senescence Life Sciences

*"You may notice that you sleep better and your memory is improved, but you may not recognize some of the more nuanced improvements —such as spatial memory and your ability to orientate in a particular space — even when they've increased dramatically. So it helps to be able to see the details broken down in a clinical assessment app like Savonix mobile."*

—Dr. Shawn Watson, CEO, Senescence Life Sciences